

THE CLAIMS

1. (Original) A method of communicating activity information to support user and user base profiling and consumption feedback in a communication network, the method comprising:

establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at the first location;

receiving, at the first location, a media request from the user, the requested media having an associated set of pre-defined characteristics;

determining, at the first location, whether the associated set of pre-defined characteristics matches the at least one parameter;

sending notification of the media request to a second location, via a communication network, if the determining results in a match; and

refraining from sending a notification of the media request to the second location, via the communication network, if the determining does not result in a match.

2. (Currently amended) The method of claim 1 wherein the first location is associated with ~~at least one~~ or more of an Internet protocol (IP) address, a media access control (MAC) address, and or an electronic serial number (ESN).

3. (Currently amended) The method of claim 1 wherein the communication network comprises ~~at least one~~ or more of a cable infrastructure, a satellite network

infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

4. (Original) The method of claim 1 wherein the communication network is the Internet.

5. (Currently amended) The method of claim 1 wherein the media comprises at least one or more of audio, a still image, video, real time video, and/or data.

6. (Currently amended) The method of claim 1 wherein consumption comprises at least one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

7. (Original) The method of claim 1 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

8. (Currently amended) The method of claim 1 wherein the associated set of pre-defined characteristics comprises at least one or more of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and/or a language.

9. (Currently amended) A method of communicating activity information to support user and user base profiling and consumption feedback in a communication network, the method comprising:

establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at the first location;

receiving, at the second location via the communication network, notification of a media request by the user[[,]] at the first location, the requested media having an associated set of pre-defined characteristics matching the at least one parameter;

creating at least one record of the media request, at the second location; and

sharing information derived from the at least one record with a third party.

10. (Currently amended) The method of claim 9 wherein the first location is associated with ~~at least one~~ or more of an Internet protocol (IP) address, a media access control (MAC) address, and~~/or~~ an electronic serial number (ESN).

11. (Currently amended) The method of claim 9 wherein the communication network comprises ~~at least one~~ or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and~~/or~~ a wireless infrastructure.

12. (Original) The method of claim 9 wherein the communication network is the Internet.

13. (Currently amended) The method of claim 9 wherein the media comprises ~~at least one~~ or more of audio, a still image, video, real time video, and/or data.

14. (Currently amended) The method of claim 9 wherein consumption comprises ~~at least one~~ or more of playing audio, displaying a still image, displaying video, and/or displaying data.

15. (Original) The method of claim 9 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

16. (Currently amended) The method of claim 9 wherein the associated set of pre-defined characteristics comprises ~~at least one~~ or more of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and/or a language.

17. (Currently amended) The method of claim 9 wherein the third party is ~~at least one~~ or more of a third party media provider, a third party service provider, and a third party sales provider.

18. (Original) The method of claim 9 wherein the sharing uses the communication network.

19. (Currently amended) A system supporting communication of activity information to support user and user base profiling and consumption feedback in a communication network, the system comprising:

a television display at a first location;

a storage for storing media, at the first location, the storage having an associated network address;

a user interface accessible via the television display, the user interface supporting the selection of media for consumption;

set top box circuitry, at the first location, communicatively coupled to the storage to support consumption of the selected media; and

server software that receives, via a communication network, data comprising ~~at least one~~ of the associated network address, a user identifier, and information related to the media selected for consumption, and responds by storing at least a portion of the received data.

20. (Currently amended) The system of claim 19 wherein the media comprises at least one or more of audio, a still image, video, real time video, and or data.

21. (Currently amended) The system of claim 19 wherein consumption comprises at least one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

22. (Currently amended) The system of claim 19 wherein the associated network address is one or more of an Internet protocol (IP) address, a media access control (MAC) address, and/or an electronic serial number (ESN).

23. (Currently amended) The system of claim 19 wherein the communication network comprises ~~at least one~~ or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

24. (Currently amended) The system of claim 19 ~~further comprising:~~ wherein the server software ~~that~~ communicates, to the set top box circuitry, at least one parameter related to monitoring media consumption activity.

25. (Original) The system of claim 24 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

26. (Currently amended) The system of claim 19 ~~further comprising:~~ wherein the server software ~~that~~ shares, with a third party, information derived from the received data.

27. (Currently amended) The system of claim 19 wherein the information related to media selected for consumption comprises ~~at least one~~ or more of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, and or information indicating whether the user may be contacted.

28. (New) A system supporting communication of activity information to support user and user base profiling and consumption feedback in a communication network, the system comprising:

set top box circuitry, at a first location, communicatively coupled to storage having an associated network address, at the first location, to support consumption of media selected via a user interface accessible via a television display; and

software that receives, via a communication network, data comprising the associated network address, a user identifier, and information related to the media selected for consumption, and responds by storing at least a portion of the received data.

29. (New) The system of claim 28 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

30. (New) The system of claim 28 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

31. (New) The system of claim 28 wherein the associated network address is one or more of an Internet protocol (IP) address, a media access control (MAC) address, and/or an electronic serial number (ESN).

32. (New) The system of claim 28 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

33. (New) The system of claim 28 wherein the software communicates, to the set top box circuitry, at least one parameter related to monitoring media consumption activity.

34. (New) The system of claim 33 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

35. (New) The system of claim 28 wherein the software shares, with a third party, information derived from the received data.

36. (New) The system of claim 28 wherein the information related to media selected for consumption comprises one or more of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, and/or information indicating whether the user may be contacted.

37. (New) The system of claim 28 wherein the software comprises server software.